

# HUNGRY? CITY GUIDES

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**ROAD MAP? CHECK.**

**FOOD GUIDE? CHECK.**

**THE COMPLETE DRIVING EXPERIENCE? BUT, OF COURSE.**

Los Angeles, CA November 3, 2008 – Rand McNally, America’s largest and most-trusted map maker, has partnered with the Hungry? City restaurant Guides for a limited edition co-packaged product of selected 2009 Thomas Guides and a bite-sized edition of the popular Hungry? Guide. The deal was put together by Jane Putch of Eyebait Licensing.

“Californians have used and trusted Thomas Guides for generations and rely on them to find their way around town. At Rand McNally, we were looking for an opportunity to give purchasers of the new, 2009 editions an added value. We discovered that Hungry? City Guide is a fun, unique product written entirely by locals, offering great dining suggestions in and around their neighborhoods,” says Linda Pappalardo of Rand McNally in-Skokie, Ill.

Hungry? City Guides, Rand McNally’s brand partner for the Thomas Guide/Hungry? Guide California promotion, developed a series of four abbreviated Hungry? Guides to be co-packaged in the key California markets of Inland Empire/Palm Springs, Los Angeles (including Orange County), San Diego, and the San Francisco Bay Area. These co-packs will be distributed at a variety of retail stores including Borders, WalMart, Target, Costco, Sam’s Club, and Home Depot.

“Hungry?’s goal is to help readers find the hidden dining gems—where the locals eat—places with great quality, taste and value,” says Mari Florence of the Los Angeles-based Hungry? City Guides. “The relationship with The Thomas Guide® is ideal—how better to find these hidden gems than with the ultimate map product in hand? Be it a business traveler, a tourist or an everyday user, everyone knows that The Thomas Guide® is the best tool for navigating the streets and highways. Now, to get an ‘insider’ look at local restaurant scene and to discover others in neighboring communities, they’ll have a Hungry? Guide too,” adds Florence.

## **About the Hungry City Guides**

Founded in 2000, the Hungry? City Guides give consumers the real lowdown on where to go for great eating and drinking and the type of experience they’re likely to have. “Our readers want the inside scoop and they want it from a reliable source,” says Mari Florence, founder of the Hungry? City Guides. “We give them that and more with content provided by real “regulars” who tell all— from navigating the way there, to the menu and what kind of crowd they’ll be rubbing elbows with.”

Now available in all major U.S. markets and soon internationally, the Hungry? City Guides are both guidebook- and web-based and will be launching a series of new interactive web sites in December 2008. [www.HungryCityGuides.com](http://www.HungryCityGuides.com).

### **About Rand McNally**

Rand McNally is North America's largest commercial maker of national and local maps, street guides and atlases. The company's print and electronic products include America's No. 1 *Road Atlas*, *The Thomas Guide*® map books, custom-made wall maps on the Web, wireless navigation solutions and online maps, directions and trip planning at [www.randmcnally.com](http://www.randmcnally.com).

Rand McNally offers the most trusted tools to discover, map and navigate your world. The company leads the way with innovative products and services for the consumer, business, education and commercial transportation markets. For more information, visit [www.randmcnally.com](http://www.randmcnally.com) or call (800) 333-0136.

### **About Eyebait Licensing & Management**

Eyebait Licensing & Management, led by its sought-after and creative founder Jane Putch, strategically consults and acts as licensing agent for award-winning apparel, beauty, entertainment, publishing and Fortune 500 companies in the areas of brand and design licensing, product development, premium-driven promotions and growth strategies. Eyebait is located in Los Angeles. For more information call: 323-571-8577 or email [ELcoLimited@aol.com](mailto:ELcoLimited@aol.com)